

# Kellogg's COOKED BRAN for Better Health

## Plain Talk about Eating Bran

By W.K. Kellogg, originator of Kellogg's Toasted Corn Flakes,  
Kellogg's Krumbles and Kellogg's Drinket

*Good health is a treasure money will not buy. Constipation either causes or aggravates nine-tenths of our diseases. If you are healthy you are happy; you work better; feel better and make life better for yourself and everybody about you.*

**Y**OU can't be healthy if you are constipated. You can't feel good if your eliminating processes are not "regular."

Bran, properly prepared, is a beneficial food which relieves constipation and overcomes the tendency toward constipation.

We prepare—in Kellogg's Cooked Bran—a food that adds to your enjoyment of the art of keeping well.

Nature means for us to eat whole wheat. That's why she puts certain elements in the bran that are good for us.

She puts a fibre in the bran—a minute fibre that is not absorbed by digestion. This means that bran makes "bulk" in the alimentary tract.

This fibre absorbs moisture, increasing the bulk. It creates a soothing, patient, soft, mechanical broom, you might say, which "house-cleans" your insides.

Nature also puts mineral salts in bran, and these mineral salts have a mild laxative property. The amount you get in the small quantity of bran you should eat each day is not great—but it is there, if you eat Kellogg's Cooked Bran.

Our bran is so prepared that it saves for you the mineral salts of the bran, and that is an important reason why you should be sure the package bears my signature.

A great many people say they have been disappointed in eating bran because it has no taste.

These folks will be delighted with Kellogg's Cooked Bran, because it certainly has a most agreeable, rich flavor. We know how to keep the natural flavor in cereals, because of our years of experience in making Kellogg's Toasted Corn Flakes. They as you know, have a flavor that can never be imitated.

**O**UR bran is ready to eat as it comes in the waxtite package, which keeps it clean and sweet and fresh for you. It makes splendid bread, muffins, etc., but you do not have to wait till baking day to secure its benefits.

A very pleasant way to eat Kellogg's Cooked Bran is for breakfast. Eat it by itself, with milk or cream, as a cereal. Or add about a third as much to any breakfast cereal you prefer.

We cook our bran thoroughly. We insure its purity by our waxtite package. It has a flavor that pleases you. You enjoy eating it. Its good effects are noticed.

Ask your doctor about this. I shall be very glad if you will show this advertisement to your family physician and ask his advice about eating bran. Also get his opinion regarding the value of this thoroughly cooked, ready-to-eat bran.

Start the day right. Eat some Kellogg's Cooked Bran with your breakfast. Your good health is your greatest capital. Constipation is a real danger. Ask your doctor. He knows the evils that result from neglect.

I am glad to give our bran my personal endorsement. You will know it by the familiar red and green package which you can get at your grocer's. My signature guarantees each package.

*W.K. Kellogg*

**Important**—Kellogg's Cooked Bran is sold in packages similar in design and coloring to that which contains the famous Kellogg's Toasted Corn Flakes. Each package is in our waxtite wrapper and bears the signature of W. K. Kellogg.



**Our Guaranty**—We are so sure that you will enjoy eating Kellogg's Cooked Bran and that you will be pleased with the results that we authorize your grocer to refund your money if you are not completely satisfied that it is just what we represent it to be.

Don't wait  
till baking day—  
Kellogg's Cooked  
Bran  
is ready  
to eat

"Keep regular"  
—eat Kellogg's  
Cooked Bran  
(ready to serve)